

The

*December
1914*

EDISON

Business Builder

*Vol. I
No. 9*



Christmas Number

THE NEW
HIGH EFFICIENCY MAGAZINE

AMAGAZINE issued monthly by the Edison Lamp Works of the General Electric Company at Harrison, N. J., as an effective means of cooperating with lighting companies and Agents in the development of new business.

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EDISON LAMP WORKS
of General Electric Company
HARRISON, N. J.

December 1, 1914

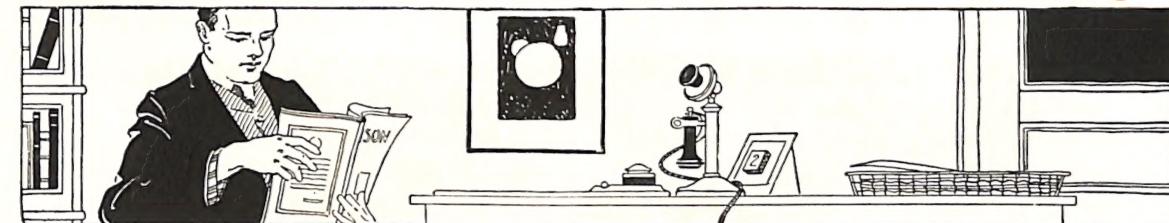


Vol. 1, No. 9



A WAR MAP OF THE EDISON DAY CAMPAIGN

The pins show the massing of the allied forces of cooperative publicity which won the day for Brighter Light. (See page 4.)



EDITORIAL

An Appreciation of Cooperation

IT ain't the guns nor armament, nor funds that they can pay
But the close cooperation that makes them win the day.
It ain't the individual nor army as a whole
But the everlastin' teamwork of every bloomin' soul."

—Rudyard Kipling.

Back in the early days of civilization there existed a fable, retold, I think, by Æsop, illustrating the value of cooperation. The story relates how a farmer on his deathbed summoned his three sons to him and presented them with a bundle of sticks with the command to break them. The task proved to be beyond their strength when the attempt was made on the bundle as a whole, but when divided, its constituent parts could be broken with ease. The moral, of course, is that in union there is strength.

The Most Successful Campaign On Record We shall never be tired of talking about our Edison Day campaign. It was one of the biggest publicity campaigns which any advertiser in the country has ever carried to a successful conclusion. But if there is a point over which we rejoice more than any other, it is the fact—strange though it may seem at first sight—that we did not do it alone. Any company or individual by the expenditure of a sufficient amount of money and printer's ink could carry on a campaign as big or bigger; but the investment of many millions of dollars cannot insure to any advertiser the results

which we have obtained from our Edison Day campaign, simply because we did not attempt to do it alone. We sought the cooperation of all men in every field of activity who we thought would cooperate, even if by no more than their good will.

The real teamwork started over a year ago when Mr. F. D. Fagan, Local Sales Manager of the San Francisco office of the Edison Lamp Works, suggested Edison Day as a local sales campaign in his territory for the fall of 1913.

When it came to the distribution of our publicity material and the facts and news of our campaign, our district sales departments and practically all General Electric salesmen throughout the country worked like Trojans to put the game across.

Largely Due to Cooperation But more gratifying than all of these facts and that for which we now especially wish to express our appreciation, was the able assistance and cooperation of our Agents and central stations throughout the country. The value of the campaign, however large it might have been, would not have amounted to one-tenth of the value it achieved had it not been for the powerful cooperation from you in whose interests we inaugurated the idea. In certain cases of advertising, which have come within our knowledge, if the advertisers were able to obtain the cooperation of 20 per cent of their retail dealers, they considered themselves highly fortunate; in

this, our own case, we are able to record in one district the unprecedented cooperation among our Agents and central stations of 70 per cent.

Seventy per cent is a record which we can safely challenge any other advertiser to beat, but next year we have every reason to feel sure that it will not be 70 per cent but 99 44/100 per cent pure. Those of you who did not join us in this year's campaign, perhaps because of a very pardonable skepticism as to results obtainable, must unfortunately be content for the present with watching the results recorded of those who did make use of our enterprise. To them our Edison Day campaign means not only MAZDA lamps sold but customers satisfied, blackened lamps renewed, Gem lamps replaced by higher wattage EDISON MAZDAS, additional current load virtually contracted for the whole of the coming year, and, in the case of one customer who has recorded his post Edison Day sales, an increase of nearly 100 per cent in the daily sales of EDISON MAZDA lamps from his store. These are the results to the 70 per cent of our Agents and central stations who cooperated with us in the Edison Day campaign.

Thousands of newspaper clippings and letters are reaching us daily, attesting the fact that boundless enthusiasm, on the part of both customers and salesmen has made the Edison Day suggestion worth while. But still there are hundreds of potent ideas lying dormant in the subconsciousness of those who read this article which, if submitted, would be entirely worthy of our best combined teamwork.

Teamwork has made every football and baseball team worth while, and what it has done in the athletic field it will do in the business field, only it will do it a great deal better because of the greater scope offered. Get the teamwork idea firmly embedded in your minds and when you get a "flash" that looks good to you, let us have it, and maybe it will be the very thing that will again make the whole electrical industry, in fact the whole

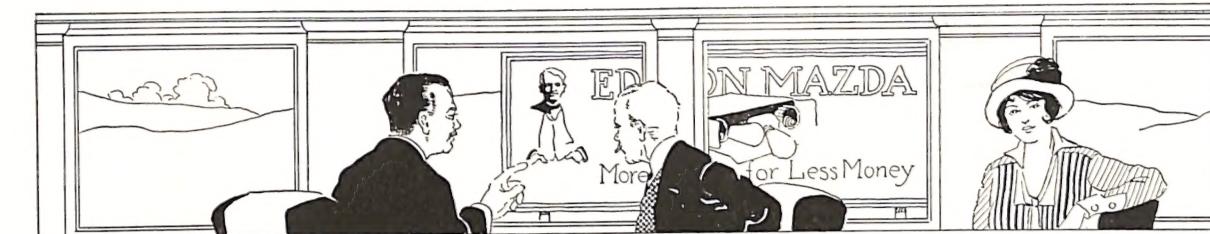
business world, sit up and take notice, as Edison Day did.

It is these facts which have recalled to our mind the ancient fable cited at the beginning of this article. Spasmodic and sporadic publicity for the EDISON MAZDA lamp is but as individual sticks in the bundle. The combined efforts of all—of advertisers, of salesmen, of retail distributors—formed a combination which nothing could withstand. It is in this way that the name EDISON MAZDA has been made a household word, equally familiar with any of the best known products of the country. It is fitting that in this issue of the EDISON BUSINESS BUILDER in which we are able to report some of the results of Edison Day, that we express our most hearty and sincere thanks to all who have assisted so effectively in furthering the Edison Day campaign.

Where Did Our Edison Day Material Go?

THE frontispiece showing a map of the United States is the most graphic manner we could devise to depict the nation-wide celebration of Edison Day. The black dots on the map are of parti-colored pins, each color representing a different form of publications—billboard posters, car cards, imprint publications, etc.,—all Edison Day material, each pin representing so many multiples of tens, hundreds or thousands of each of the different publications. We can in this way tell at a glance those territories in which one or another form of publicity has most appealed to our local representatives. One locality has eschewed car card advertising while another was particularly strong on the muslin posters and still a third required enormous quantities of blotters.

An analysis of the exact percentage of customers participating in the campaign shows the Boston district to be in the lead with 70 per cent, while Portland, Ore., and Philadelphia (including Pittsburgh) are close seconds.



EDISON DAY COMMENT

A Review of Press and Mail Reports of Edison Day

TO the editorial desk of the EDISON BUSINESS BUILDER there has been brought a mass of material dealing with our Edison Day campaign which we most sincerely wish could be gone over by each and every one of the readers of our magazine. The material as it reaches this desk would neatly fill a good-sized hogshead, though it is in itself, a careful selection, about one-tenth of all the interesting material which has been gathered from all parts of the country. It consists of newspaper clippings, letters from our customers, photographs of window displays, pictures of the use of our billboard posters, our muslin signs and all the other paraphernalia that went to make such a successful campaign. Every ounce of the material is of most vital interest to you and to us but the publication of all of it or even a considerable part is a superhuman task. The following few pages represent our endeavor to crowd a little into our available space, giving credit wherever we can to the originators of the ideas or the authors of the happy remarks. We sincerely hope, however, that the feelings of not one of our customers will be hurt if they do not find specific mention of their most welcome contributions to the campaign. We can only say that we have it most carefully on file where it is available for the inspection of each and every one of you who can pay us a personal visit.

From The Nation. "The notable celebration of the thirty-fifth anniversary of Thomas A. Edison's perfection of the incandescent lamp is gratifying evidence that Americans are beginning properly to take

note of events in the lives of their men of science during their lifetime. Who can measure the world's debt to Mr. Edison for his development of the electric light and the complete revolution in illumination which it has brought about? The amazing thing about it all is that these electrical wonders, including the trolley car and electric train, have become so quickly universal. The increase in comfort due to the incandescent light no one of the younger generation can understand, but if our cities could go back for even a day to the old gas light, everybody would appreciate in fullest degree just what the 'Wizard of Menlo Park' has accomplished in this field. As it is, the modest inventor will be grateful, no doubt, for the evidences of public appreciation so widely displayed. There is something inspiring in every phase of Mr. Edison's life, but best of all is his absolute devotion to his work, his refusal to splurge, or to be exploited, and his intense desire to confer other lasting benefits upon his fellow men."

Edison Day "Thirty-five years ago Thomas A. by Elbert Hubbard Edison gave the world the incandescent light.

"I met Mr. Edison last June in Philadelphia at the National Convention of Electricians.

"The reverence accorded to this man was a thing unforgettable. When he came upon the stage the audience stood up in respectful and reverential silence.

"It seemed about a minute before we broke loose. And Edison looked around, first on one side and then on the other, in bewilderment, seeming to wonder what it was all about.

"Edison has sacrificed his sense of hearing to science.

"When one of the speakers quoted him and the assemblage broke into wild applause Edison joined with the audience in the demonstration. It was something pathetic as well as humorous. Edison is a great joker. Men of genius all are, I am told.

"Edison motored over from Orange, N. J., traveling at the rate of 20 miles an hour, and no faster. He says that that is as fast as any one should go in a motor car.

"Edison is a big and most romantic figure. His head is massive. His hair is snow white. His face is lined with individuality. I do not see how it is possible for any one to look upon this man's countenance and not realize that he is in the presence of one of the greatest men the world has ever seen.

"There is something elemental and strangely honest about Edison. You cannot imagine his dealing in subterfuge or entertaining a sophistical thought. He ranks with Moses, who led men out of captivity.

"What will this earth be like when instead of one Edison we have hundreds or thousands?

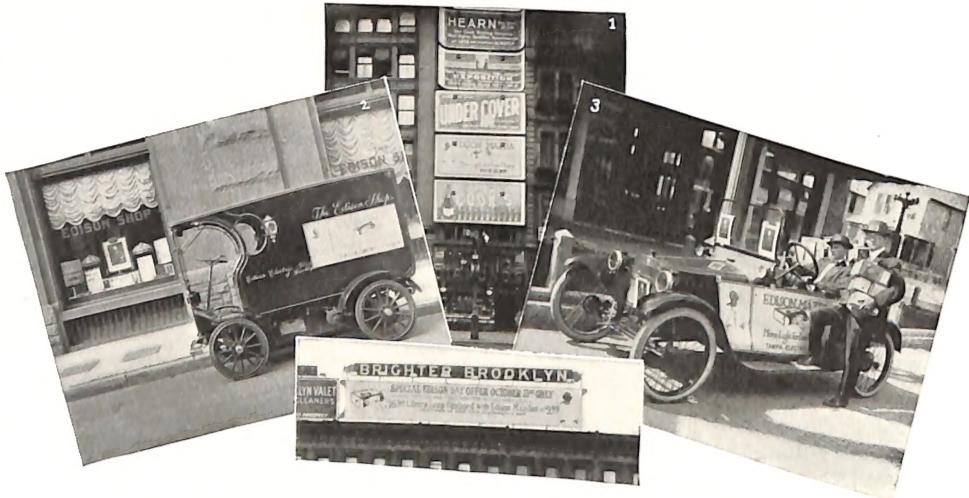
"Edison for himself wants little, and he has given the world more than any other living individual, or more than any other man who has ever lived. His passion is for work.

"You fellows make too much of me," he said. "I am just an old chap who is working and discovering a few things which the world should have always known, and which it perhaps knew and then forgot. Why, boys, we have not done anything in electricity yet. There should be electric lights and heat and power in every little house where the workingman and his wife and their children live, all over this wonderful country.

"I suppose the trouble is we have been paying so much attention as a people to another world that we have almost

down the stairway rather than bother having the elevator run up to meet him.

"He wore a baggy suit of gray, with a nondescript hat, and might have been taken for Josh Whitcomb in 'The Old Homestead.' He was talking to himself or to any one who would listen, and I heard him say: 'Well, this isn't much of a convention. Where are all the delegates? Nobody around yet? That's strange. A convention ought to begin at 6:30 in the morning and run straight through 16 hours a day. That's the way to work. We all of us sleep too much; also we eat too much. A cup of coffee and a good cigar—why, that's enough to start the day on. Isn't the dining-room open yet? Well, never mind. You



A FEW OF THE EXAMPLES OF THE USE OF EDISON DAY POSTERS

Broadway Near Times Square, Edison Poster Put Up by New York Edison Company.
Edison Electric Illumination Company of Brooklyn, Edison Delivery Wagon and Window
Display, Edison Shop Main Office, 360 Pearl Street.
Tampa Electric Company Delivery Auto, Tampa, Fla.
Billboard Sign, Flatbush and 4th Avenues, Brooklyn, N. Y.

forgotten about this. Now that we are centering on this good old earth right now and here, there certainly is hope for the race. We are not troubled about dying—that will be easy—but what we want to do is to live. I really feel guilty running away from my work. I left so much to do there in the shop at Orange. But some of you fellows just insisted that I come over, and now that I am here I know what a fool I was to come; and so do you, for I haven't anything to say to you, anyway.

"And yet it was a fine ride over. The country was so green and beautiful, and a bumblebee flew into the machine and I caught him in my hat. But you had better run along now, all you boys, and do this convention business. And if I can find a clean shirt I am going to dress up and come on the stage, because Sam Insull and Joe McCall say I must."

"Incidentally and accidentally Mr. Edison told me he was going to leave town at 6 o'clock the next morning, before the bunch was out of the hay. He was very much bored with handshaking, and there was a crowd around him all the time, so that he could scarcely move.

"I am off at 6 o'clock in the morning," he said. "If you happen to be up, come down to the office—I'll tell you something."

"At 5:45 in the morning I was in the office of the Bellevue-Stratford. Five minutes later the Master came shuffling

clerk there, just run out to the kitchen and fetch in a pot of coffee for me and the boys."

"And what did the clerk behind the desk at the great Bellevue-Stratford do? Well, he could have done several things. He might have explained that the dining-room was not open until 7, or he could have called a boy and given the order, or he could have intimated in cold-storage tones that this wasn't an all-night Baltimore restaurant.

"Instead he did a thing that he will never do again. He made a dash for the kitchen and in two minutes came in with a tray, a gallon pot of coffee and cups and saucers, a bushel of biscuits and a pound of butter. He had grabbed the stuff off the 'help's' table. And the coffee was served right on the office desk of the palatial hotel. Also, there were no checks and no tips. Edison poured the coffee himself and stopped some of it on the register. And nobody minded. * * *—in *W. R. Hearst's Papers*.

Edison's Message from Batavia, N. Y. "Thomas A. Edison accompanied by his wife and son, Charles, arrived in Batavia last night and remained overnight in the Hotel Richmond. * * * * *

"When interviewed this morning, Mr. Edison was asked what message he had to give to the millions who were to-day celebrating Edison Day, and in reply said: 'The electrical fraternity is trying to spoil me.' Mr. Edison

stated that he did not think that electricity would be playing any larger part in the next war than it is at present. He also said that the submarine would prove the undoing of the battleship until the battleships adopt defensive devices. * * *

From the City of Brotherly Love Thomas A. Edison, the great inventor, will be honored today, on the thirty-fifth anniversary of his invention of the incandescent electric lamp.

"This is Edison Day," is the legend to be found on placards in many stores where Edison inventions are sold, and in offices where they are used and appreciated. The great inventor himself, the 'Wizard of Menlo Park,' will be the recipient of unusual honors today in Buffalo. * * *

This Prophet is Honored Even in His Own Country from home of Thomas A. Edison and his family, who went to Detroit to be the guests of Henry Ford, the automobile maker, there was no program in the inventor's home town. The National emblem floats above the Edison laboratory, over Mr. Edison's own flag, which was presented him by Boston admirers, but the big works are operating as usual.

"The day marks the 35th anniversary of Mr. Edison's discovery of the use of carbon filament for electric lights, making the incandescent lamps possible. Despite the absence of the wizard from home, hundreds of telegrams and letters of congratulation were received, among them being one from the officials of the General Electric Works, in Harrison. The West Hudson works will close down at an early hour this afternoon.

"Men who were associated with Mr. Edison in the early days and have since scattered over the country have forwarded word of the observance of the anniversary being observed in their communities.

"It was on orders issued by Mayor Samuel A. Muta that flags were ordered raised throughout the wizard's home town.

"Several educational institutions are observing the anniversary, among them being the University of California and Sheffield Scientific School at Yale.

"The great invention, the anniversary of which is being celebrated, was sold by Mr. Edison for less than a million dollars, in order to build the laboratory in West Orange and continue inventions. Mr. Edison is now interesting himself in improving talking moving pictures."

Newark Evening Star "Mayor S. A. Muta, of West Orange, which is the home of the electrical inventor, yesterday issued a proclamation calling upon his town-folk and the citizens and officials of Essex County to display the American flag tomorrow in honor of Edison Day, commemorating the achievements of Thomas A. Edison.

"The electrical wizard will not be home, however, to see the patriotic interest of his neighbors in his day, as he has gone to visit Henry Ford, the automobile manufacturer. Mayor Muta has ordered the flags in charge of the town authorities to be full-masted for the day."

From Manchester Evening News "Thirty-five years ago today the incandescent lamp was invented by Thomas Alva Edison, and on this anniversary occasion LaRue Vredenburg, of the Edison Electric Co., Boston, addressed the students in chapel, giving an outline of Edison's life and some facts about the incandescent lamp. Mr. Vredenburg declared Edison the commanding figure of applied science, a colossus, and said he had done more for humanity than all the presidents, kings and emperors since the beginning of time.

"He told of the inventor's passion for investigation even from boyhood, and his first success, the invention of some improvements on stock ticker machines.

"He said that Edison, having tried 6000 substances for the incandescent lamp filament, and having found them all worthless, came into his laboratory one day and seeing a palm leaf fan on a chair tried a bit of bamboo. He had found what he wanted, and before he completed his work he also invented all the other appliances essential to the incandescent lighting system."

Mr. Edison Grows Facetious "The world waited and the world saw. Today Edison's friends and business associates are forcing him to celebrate the 35th anniversary of his invention of the incandescent light.

"I have often thought," says Mr. Phillips, "that Edison's explanation given in 1876 to a New York Times reporter, Mr. F. X. Schoonmaker, of his then new electric light—the incandescent development from the Brush arc light recently invented—was as luminous as any that has ever been given: 'You see, Schooney,' said Edison, in his inoffensively familiar way, 'the current is generated and is sent out on the wire just the same as it is for the arc lights. Finally, in my system, it strikes these lamps which have, inside the bulb, as near to a vacuum as we can get. You know nature abhors a vacuum and mighty mean of her, too, for if the vacuum were perfect we would never have to renew our lamps. They would hold out to burn until the most belated sinner had steered his wet and sloppy catamaran into port. Now after having given this current a good horse to ride, in the shape of a copper conductor, we drive it through this diminutive filament—in a vacuum too, mind you, Schooney, and do you know what happens? It gets so hot under the collar at being held up, that it first gets red in the face and then grows hotter and crazier until it achieves a white heat, the highest expression of anger of which it is capable. And there you are, you hoary-headed old Pennsylvania Dutchman—that is the Edison incandescent light, that you will hear more about before your snowy thatch turns back to the bonnie brown of your boyhood. * * *'"—*Boston Evening Transcript*.

Edison Day Window displays Nos. 9, 10 and in *Atlanta*

11 shown on page 10 are the result of the enthusiastic support accorded the Edison Day campaign by Mr. Shivers of the W. E. Carter Electric Co., Atlanta, Ga., and his co-workers.

Through the efforts of Mr. Shivers and Mr. W. R. Collier of the Georgia Railway & Power Co., Atlanta was as completely and successfully represented in the Edison Day campaign as any other city in the United States.

The titles of other window displays grouped on the following page are as follows:

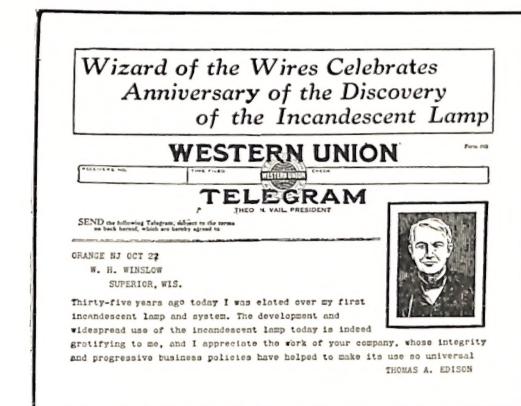
- (1) Stanley & Patterson, New York City.
- (2) Harrisburg Light & Power Co., Harrisburg, Pa.
- (3) Public Service Co. of New Jersey, Orange, N. J.
- (4) Edison Electric Illuminating Company of Brooklyn, South Brooklyn Office, 5114 Fifth Ave.
- (5) New York Edison, 42nd Street Window, New York City.
- (6) Public Service Company of New Jersey, Newark, N. J., Window.
- (7) Edison Light & Power Co., York, Pa.
- (8) Edison Electric Illuminating Company of Brooklyn, Bedford Office, 1308 Fulton St.
- (12) National Electric Supply Co., Washington, D. C.
- (13) Window of J. J. Merrill, Ipswich, Mass.
- (14) Window of Evans Jewelry Store, Reading, Pa.



A FEW OF THE TWO THOUSAND EDISON DAY WINDOWS. SEE PAGE 9 FOR TITLE.

A Cooperative Edison Day Window No. 14 is that of the Evans Jewelry Store at Reading, Pa. The fact that the store was established just one year before the invention of the Edison lamp makes interesting the progress of both. The connection of the two dates appealed to the citizens, particularly to the older people who were familiar with the growth of the local establishment.

Mr. Edison's Telegram Wins Press Notice Last month on page 17 of the EDISON BUSINESS BUILDER we gave a copy of a telegram of felicitation from Mr. Edison to his original lighting companies on the occasion of Edison Day. During the day or two following Edison Day this telegram was copied



FROM THE SUPERIOR (WIS.) TELEGRAM

in nearly all local newspapers of the cities to which it was sent. The accompanying cut shows reproduction of the message by the Superior, Wisconsin, Telegram. Extracts from other notices which have reached this office are as follows:

Reading, Pa., "A telegram received from Thomas A. **Edison**, the inventor, today by the Metropolitan Electric Company, gives new local color to Edison Day which is being observed today. * * *"

Sunbury, Pa., *** The above telegram was sent to *Daily Sunbury*, where the invention of the great inventive genius, Edison, was first tried out.

"Thomas A. Edison, America's, if not the world's, most

Thomas A. Edison, a wonderful inventor, perfected an electric incandescent lamp in the year 1879. The invention was patented and the lamp was successfully tried out and placed on the market. On July 4, 1882, the first electric station was established here.

"Some of the first practical and modern electric inventions were first tried out here, the electric trolley car being among the first of the inventions.

"It is altogether probable that the marvelous genius has not forgotten his early experiments and for that reason, on the anniversary of his success, telegraphed to Sunbury."

Cincinnati *** Vice-President W. W. Freeman, who
Enquirer is a personal friend of Mr. Edison, sent the
following telegram in reply in behalf of the Company:

"Accept our thanks for your telegram and our sincere congratulations upon Edison Day commemorating the 35th anniversary of the first incandescent lamp. We

Edison Day Special



\$16.50 Library
, equipped with
n Mazdas, will
old on Edison
at \$9.98.

Thirty-five years ago, on the 21st of October, Thomas A. Edison produced the first successful incandescent lamp, and with it many of the other comforts of modern life.

To commemorate the anniversary of this event, we offer to our customers on Edison Day (October 21st), a \$16.50 Library Lamp, equipped with Edison Mazdas, at **\$9.98**.

The lamp will be sold on October 21st only at special price, but reservations received by mail or telephone prior to that date will be honored.

Edison Electric Illuminating Co.
of Brooklyn
360 PEARL STREET
884 Broadway 1308 Fulton St. 5114 Fifth Av.
Telephone 8000 Main (Connecting All Branches).

A TYPICAL EDISON DAY NEWSPAPER
ADVERTISEMENT

ce in your good health, and wish you many more years of undiminished industry in your marvelous beneficent to the world."

View of the Results The facsimile copy of the Facsimile of Edison's original lamp *Edison's First Lamp* sent to our customers as window display and our Lecture No. 8 have attracted newspaper attention throughout

the country. We are only able to quote a few examples as follows:

The Norwalk "Superintendent B. H. Gardner of the *Hour*, Oct. 26th Norwalk branch of the United Electric Light & Water Company has presented the physical laboratory of the Norwalk High School with a replica of Edison's first electric lamp and it will be added to the apparatus now in use in that department of the school. The gift is much appreciated by the science instructors of the school. The lamp was secured by the Company for window use during last week when special attention was given to Edison's electrical inventions."

Centerville, Ia. "October 21 will be celebrated all over the *Citizen* United States as 'Edison Day.' It will mark the 35th anniversary of Edison's first incandescent lamp.

"The movement is being started by one of the largest electrical companies in the country. Primarily, it was intended by this company to be the basis of a monster advertising campaign. It is believed, however, that it will result in more than this; that the people of this country, realizing the immense debt they owe to the 'Wizard of Menlo Park,' will combine to make Edison Day an annual event when homage will be paid to this man.

"One of the interesting features of the day will be the exhibition of a replica of Edison's first incandescent lamp, of 60 watts, 16 candle-power. It will first be placed on exhibition in the office windows of a local electric company. It also will be shown probably in the schools here.

"An effort to have the local schools make some observance of the day will be made. A lecture on Edison's life and work will be submitted to the school. Photographs and posters bearing his likeness will also be shown prominently in many places in the city."

Some Special Stunts The ingenuity of some of our Agents and central stations in obtaining local press notices was interesting and surprising. We adduce two examples.

A Gift of Apples "Thomas A. Edison, the inventor, will join with President Woodrow Wilson and the members of the cabinet at Washington, D. C., in a personal appreciation of the delicious and nourishing qualities of Washington-grown apples, for yesterday H. J. Mitchell, manager of the Railroad & Electric Supply Company, 65 Columbia Street, sent by express to the distinguished creator of the incandescent lamp, on the 35th anniversary of that event, a fine box of rosy-cheeked apples grown in Eastern Washington.

"Mitchell is Northwest representative of the Edison Storage Battery Company, founded by Edison, and he said yesterday that he had selected the most attractive box of apples to be found in Seattle during 'Apple Week' in order that the great inventor should have a remembrance in a novel form, from the far-away Pacific Coast."

—*Seattle (Wash.) Times*.

Bob Underestimated "Robert L. Cardiff, district manager of the Coast Counties Gas **EDISON MAZDAS** Electric Company, is a kind of a Missourian. He has got to be shown just how advertising will sell a flock of MAZDA lamps, even if he is put to the trouble of sending all over the district to keep his stock supplied after making a horribly poor estimate himself.

"Yes, our old friend Bob will never forget Edison Day, in the year of our Lord, 1914.

"About a week ago this skeptical person, Cardiff, contracted with this paper to 'make a try' at making Edison Day a success for the Coast Counties Gas and Electric Company. Other mediums were used some, but *The News* worked up the Edison Day sale of MAZDAS in an eight-day campaign with a change of 'copy' every day.

"It was probably with many misgivings that the doubtful Robert ordered something over 300 MAZDAS for the great day.

The lamps lasted about two hours. Cardiff was in Watsonville and he was got on long distance by the local office and told to come through with 'more light for less money' in bunches—that the populace was clamoring at the front door for the wondrous Edisons. He put in a mighty busy day, believe us.

The local office sold 1060 60-watt MAZDAS, about three times the estimate of Monsieur R. L. Cardiff. Nuff ced. You know what it pays to do, friends."

—*Santa Cruz (Cal.) News*.

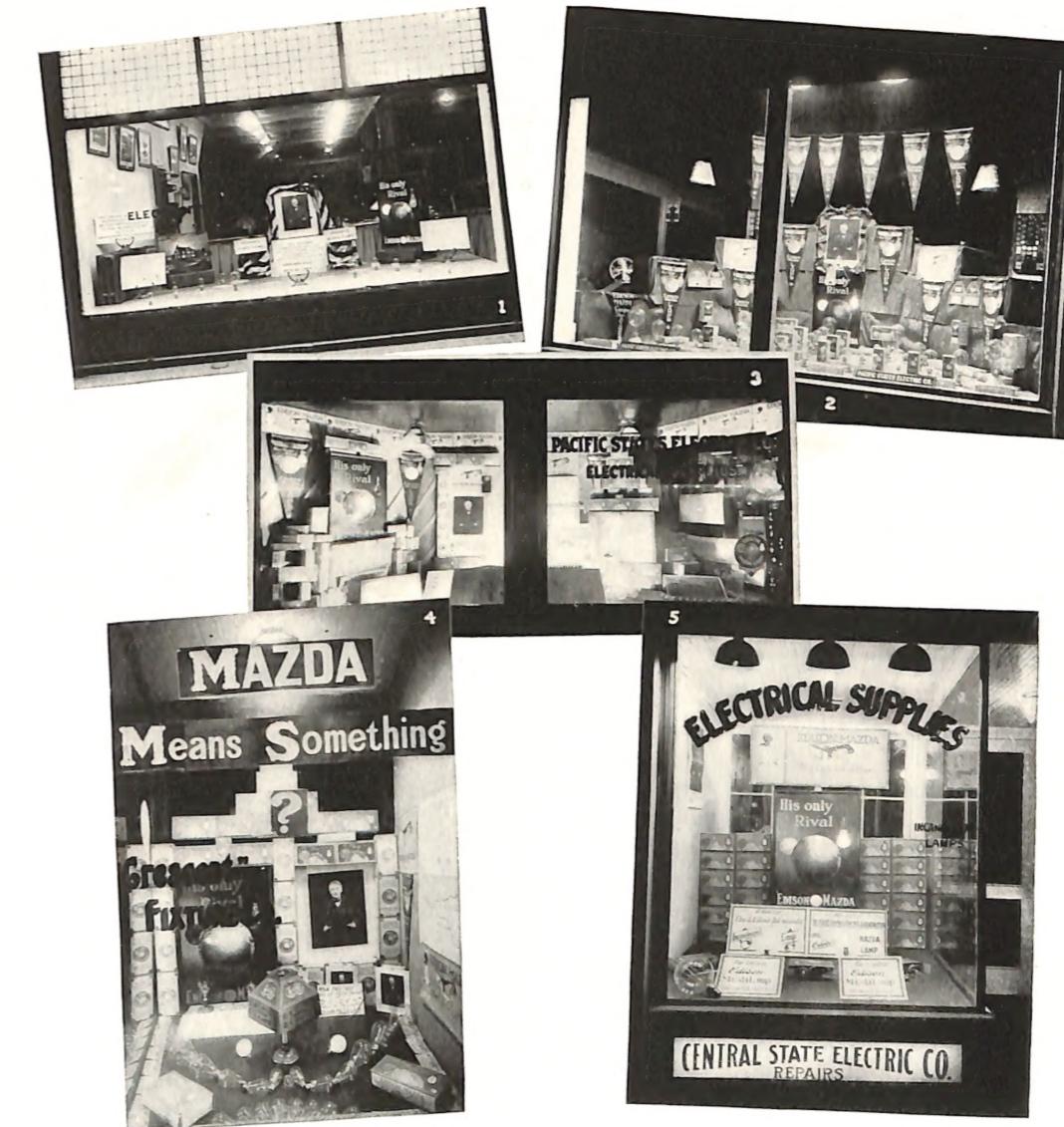


EDISON DAY AND "BUY A BALE" MEET IN COLUMBIA, S. C.

Banquet to Celebrate Edison Day in Providence "The Rhode Island Electrical Contractors' Association held its convention yesterday and last night in the Narragansett Hotel. During the day and evening the members listened to many papers, speeches and remarks, and the 35th anniversary of the discovery of the electric incandescent light was celebrated. The anniversary of the latter event occurs today. * * *—*Providence Bulletin*.

Edison Day Celebration at Chattanooga, Tenn. A unique celebration was held at Chattanooga, Tenn., on Oct. 21st in celebration of Edison Day.

The event was held under the auspices of the Jovian League and was participated in by the electrical interests of the city, among whom were the Chattanooga Railway & Light Co., James Supply Co., Terrell-Hedges Co., Scott Bros. Electric Co., N. C. Teas Electric Co., Southern Auto Supply Co., and the Frantz Premier Vacuum Cleaner Co. The aim of the Jovians was to do honor to the Great Inventor and call attention of the public to the many devices and appliances for the convenience of the public which have grown out of his work.



EDISON DAY WINDOWS IN THE EAST AND WEST

1. Central Hudson Gas & Electric Co., Newburgh, N. Y.
2. Pacific States Electric Co., San Francisco, Cal.
3. Pacific States Electric Co., Oakland, Cal.
4. Crescent Fixture Co., Oakland, Cal.
5. Central State Electric Co., Fresno, Cal.

The preparatory advertising campaign lasted about 10 days, during which time the local papers printed each day from one column to one page of reading matter relative to Mr. Edison and his work; each of the electrical firms interested had either one-fourth or one-half page advertisement and the Jovian League also carried a one-half page advertisement in each local paper during this time. The advertising and other newspaper work was very ably handled by Mr. Wilhoite, local statesman of the Jovian Order.

In preparing for the day, merchants other than electrical were not forgotten and nearly every store on Market Street included one or more Edison pictures in their window display on Oct. 21st. The principal part of the celebration consisted of an electrical show installed in a train of five street cars. The cars and current were supplied free by the Chattanooga Railway & Light Co. and each of the electrical firms had space which they devoted to the display and demonstration of devices. One of the most interesting features was a complete generating plant installed on one of the cars, consisting of motor, generator and switchboard. Current for the motor was supplied from the trolley. The cars were draped with flags and decorated with lamps, and Edison's pictures were very prominently used in the decorations.

After the exhibits were placed in the cars, the train was run to the most prominent corner in the city and remained there all day on the 21st during which time it was open to the public. There was a constant stream of people passing through until 8 p.m. when it was started on a parade through the principal streets of the city. During the parade, the streets were lined with an enthusiastic crowd and the train was cheered time after time as it passed along.

After the parade the train took its former position on Broad Street and crowds inspected the exhibits until after midnight. According to an estimate of the Chattanooga Times, 10,000 people visited Chattanooga on Edison Day to visit the exhibit and witness the parade.

On the day before the celebration at each public school in Chattanooga, there was a lecture to the children on Mr. Edison and his work.

Lunch was served on October 21st in the dining car of the train to those Jovians who took part and all the viands were prepared on an electric range and other cooking devices by the fair "Jovianettes" who served them. Those who partook pronounced it the "best ever."

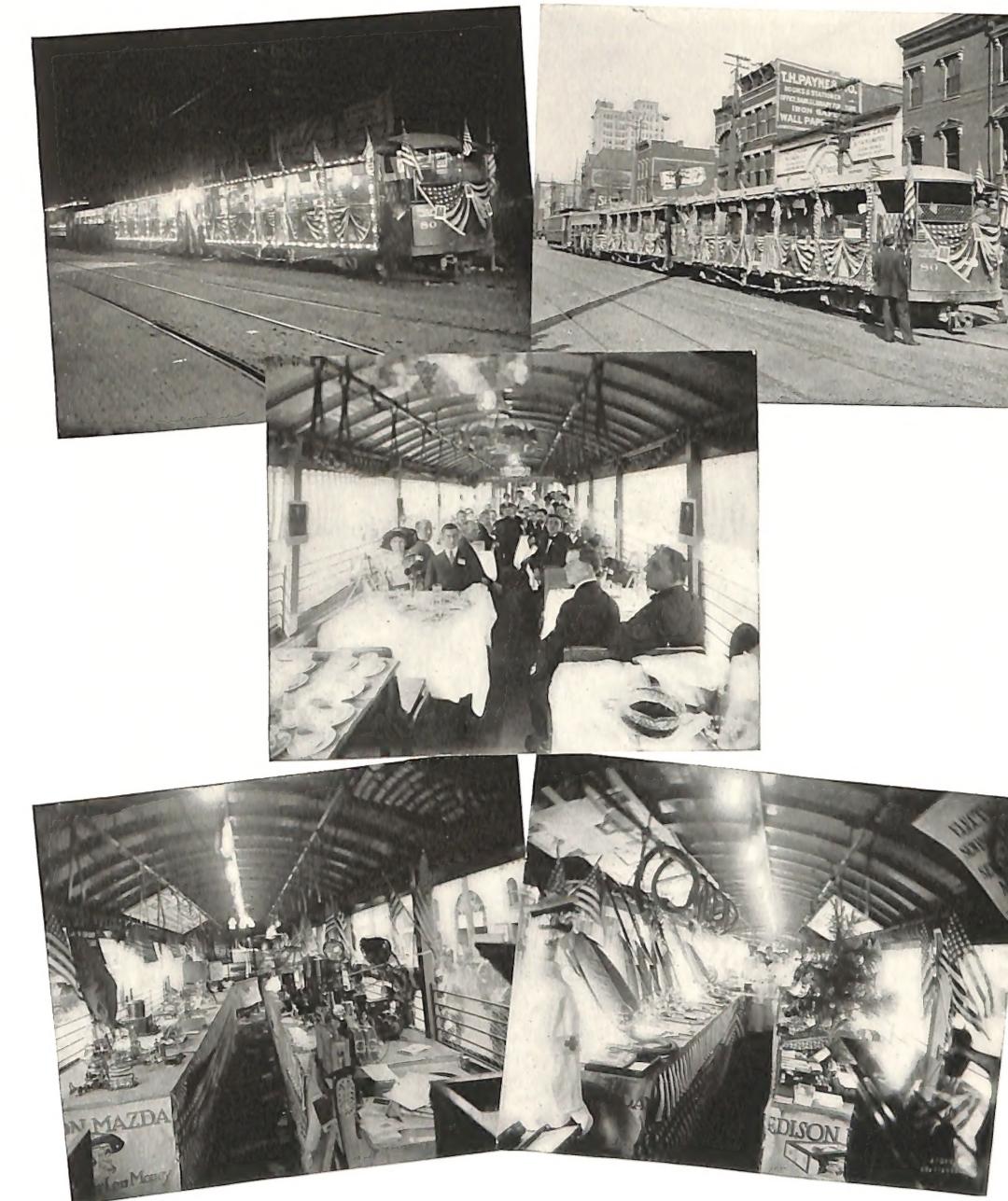
After the celebration was over, at the solicitation of a number of citizens it was decided not to dismantle the train at once but to exhibit it first for one night in each of the suburban sections of Chattanooga. Of course, the principal idea in holding this celebration was commercial and Mr. L. J. Wilhoite, Contract Agent, Chattanooga Railway & Light Co., advises us that in this particular it has proved a most remarkable success.

To quote from Mr. Wilhoite: "The manner in which the public responded to our efforts was very encouraging and we are glad to say that our sales, not only of lamps, but of the other devices, since the celebration have been remarkable compared with what they were before our attempt to stimulate the business with the Edison Day Celebration."

Credit should be given Mr. Wilhoite and the Jovian League for perfecting one of the most unique and successful celebrations that, we believe, has ever been pulled off in a city as small as Chattanooga.

The issue of the Chattanooga Sunday Times for October 18th, and the Chattanooga News for October 20th were virtually Edison Day issues, as nearly the entire advertising space was taken by the Lighting Company and electrical dealers, with full page news articles on Mr. Edison and his work.

A Resume of Letters The letters which we have received from our Agents, central stations and others throughout the country are in number legion. Their vital interest to us and to our readers is due to the fact that they show us how the other fellow took



VIEWS OF ELECTRICAL TRAIN WHICH PARTICIPATED IN THE EDISON DAY CELEBRATION IN CHATTANOOGA

advantage of Edison Day and because they contain valuable hints for future reference. Again we regret that lack of space precludes the publication of more than a very small per cent.

The Cooperation In reply to your inquiry in regard to *of Our Friends in the South* Edison Day—with us it was a big success. Not only did we sell more MAZDA lamps on that day alone than we had in any two months previously, but our lamp sales since that time have shown a healthy increase, and we think the advertising campaign has given an impetus to the wiring of old houses.



EDISON DAY BANQUET, RHODE ISLAND ELECTRICAL CONTRACTORS

In regard to the advertising. On Oct. 1st we placed 200 car cards (More Light for Less Money) in our cars. On Monday, Oct. 12th, we began to scatter small Ads through both the morning and afternoon papers with no other wording than "Edison Day, October 21st," or "Watch for Edison Day." We continued these until Oct. 20th when we came out with a substantial ad.

* * * * *

Our best advertising, however, came through the school children. We ordered 3000 pictures of Edison, 3000 stories of "The Inventor and the Lamp," 3000 Edison Day blotters and 10,000 posterettes which we distributed to the school children of the city and the little scamps stuck the posterettes on everything in town. One man came to the office wanting to whip the fellow who stuck them all over his automobile. The teachers themselves took up the Edison idea and had the children write a composition on "Edison, the Inventor," as part of their school work.

The large muslin banners we tied across the front of our street cars on the 20th and they gave the city quite a circus-day atmosphere and we think we received some quite effective advertising from them.

On the whole the October number of the BUSINESS BUILDER was a corker and we are certainly looking to the one for November.

Yours very truly,
John W. McLarty,
Manager Commercial Dept.,
Macon Railway & Light Co.

A Suggestion for a Menu Card in Restaurants You will be interested to know as showing how things may develop, that as a result of your sending the copies of your Edison pamphlet to Mr. Mouquin, he not only distributed them among his customers, but celebrated Edison Day with stickers on all his menus and had Edison portraits on all his tables. There certainly is here a suggestion.

campaigns that has ever been inaugurated. In fact, we believe it to be the greatest piece of publicity work that we have ever entered into, its variety being so great we hardly know of any source that could not be reached. We were very much enthused by the campaign and have now come to feel that we should have a similar campaign every year. We hope your Company will make this possible. The results of our campaign here were far greater than our best expectations. We set the quantity of lamps to sell at 10,000 and felt that we should have to work hard in order to sell that many. As a matter of fact, we sold * * * * * that many. A grand total of 21,760.

* * * * *
Again congratulating you, I remain,
Yours very truly,

E. R. Davenport,
Sales Manager,
Narragansett Electric Lighting Co.

From New Orleans We had 450 street cars with posters on the front: Poster boards on the car fenders. We had little booklets in all the boxes on the inside of cars next to passengers' seats and on the panel over the doors of the cars was a large sign in colors telling them that the 21st was Edison Day and to use EDISON MAZDA lamps. We also had the windows of the New Orleans Railway & Light Co., and the Consumers Electric Co., all dolled up with an attractive display of Edison posters, lamps and pictures of Edison, besides having a large framed picture of Uncle Tom with his replica of the first lamp placed in the large show window of the Maison Blanche Company the largest store South. This attracted quite a bit of attention.

While we do not like to talk about ourselves, we are proud of the attention that our show windows and street car advertising attracted.

Yours very truly,
W. B. Fincher,
Lamp Specialist.

From Sunny California I beg to acknowledge receipt of and thank you for the replica of Edison's first lamp.

I feel you are to be complimented on your undertaking in distributing these replicas throughout the country and I am satisfied it will have the good effect of not only creating interest in EDISON MAZDA lamps, but materially assisting us in building up our business. * * *

Wm. L. Goodwin,
Vice-Pres. and Sales Manager,
Pacific States Electric Company.

And This From Oklahoma We certainly were well repaid for the efforts we put forth and * * * I think you will find that our sales have been some five or six times better than they were in October of last year. It has been a fine advertisement for us and we know it will be a means of creating a lamp demand that we could not have hoped to gain were it not for the fact that we coupled up with a nationwide advertising campaign.

We hope to show the results of the effort by increased sales through the winter on Edison lamps.

Yours respectfully,
White & Smith Hdw. Co.,
Per I. U. Smith,
Secy. and Treas.

Thanks to Our Salesmen If I have any suggestion to offer it would be that in addition to such circulars or letters or information in the BUSINESS BUILDER that you may send out in writing, it is very important to get your

district offices to work as early as possible making personal explanations. I feel quite sure that in our own case, and in spite of the literature, we would hardly have taken the matter up except for the personal visits of Mr. Ross. Once he got the general idea into our heads we fell right in line and took advantage of your printed matter and the information contained in the BUSINESS BUILDER and elsewhere, but the first real impression was made by Mr. Ross.

With kind regards, and congratulating you on the success of your campaign,

Yours very truly,
A. J. Campbell,
General Manager.
The United Electric Light & Water Co.



SHOW ROOMS OF TAMPA ELECTRIC COMPANY ON EDISON DAY

From One Who is Amazed * * * Relative to the effects Edison Day, with the aid of your elaborate advertising schemes, had upon our business in general, * * * we beg to state that we find that your efforts have been rewarded even at this our dull period of the year.

We were really amazed at the various and numerous forms of advertising your company undertook, and appreciating the huge expense attached, we did our part to put it all in circulation.

To sum up, we feel that this has been of much good to us and has resulted and will result in many converts to the EDISON MAZDA lamp.

With best wishes for your continued success, we beg to remain,

Very truly yours,
The Ocean City Electric Light Co.,
Per R. E. Swift, Com. Dept.

From a Publicity Sales Manager When one stops to consider that if copies of the magazines containing Edison Day advertisements were placed end to end they would extend 2200 miles—

When one learns that if blotters you distributed had been stacked in a tower it would have been three and one-half times as high as Washington Monument—

Then only does one realize that unquestionably the most gigantic publicity sales campaign in the history of the electrical industry was your EDISON DAY campaign this year.

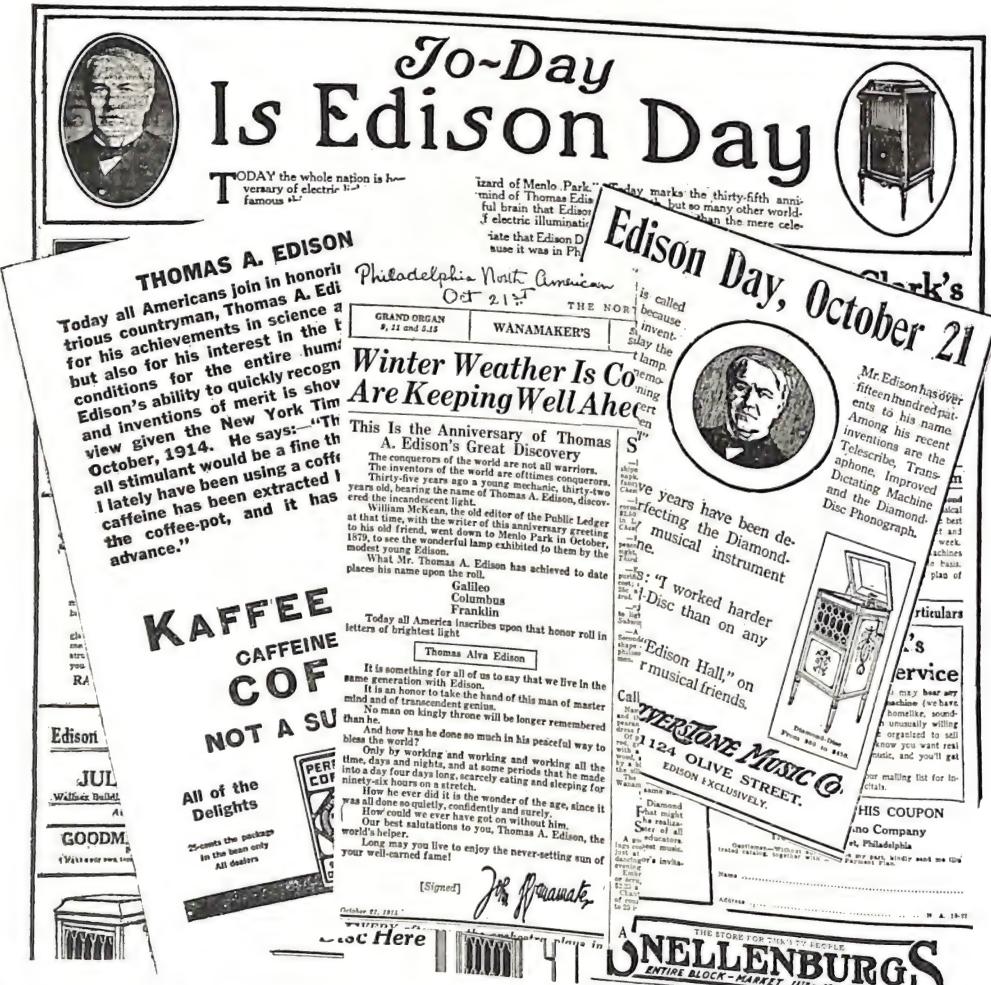
Your EDISON BUSINESS BUILDER with its suggestions for making sales—its great cooperative help—was a factor—

an important factor—in your most successful campaign. The central station and dealer participants certainly were caught in the maelstrom of your success by this periodical "backed up" by your sales organization.

Our hats are off to you!

Yours very truly,

Publicity-Sales Manager.



CUTS SHOWING HOW OTHER LARGE ADVERTISERS "RODE" THE EDISON DAY CAMPAIGN

Results in Few lighting companies secured **Reading, Pa.** such remarkable results as the Metropolitan Electric Company at Reading, Pa. Mr. Chas. J. Esterly, Sales Agent for that company, with the aid of his enthusiastic assistants, took advantage of every opportunity to acquaint their patrons with the special sale. Newspaper ads, press stories, letters, poster stamps, telephone calls and personal

arranged an attractive display at each depot as well as at the main office.

On the morning of the 21st every one who could wield a pencil was set to taking orders either in the salesroom over the counter and telephone, or by canvassing the merchants and the residents.

"10,000 lamps" was the slogan adopted, but that number was sold before the day

interviews were all used to further the game.

Foreseeing a rush, Mr. Esterly established lamp depots in various sections of the city served by the lines of the company, and

was half over. When the final estimate was made it was found that the total sales amounted to nearly 19,000 lamps. Population of city, 96,000.

Twenty-two hundred of these lamps were sold across the counter and carried away by the purchasers. The remainder were sold by solicitors and by aid of the telephone. Three men sat down at the telephones early in the morning and called up a number of their customers, securing their orders.

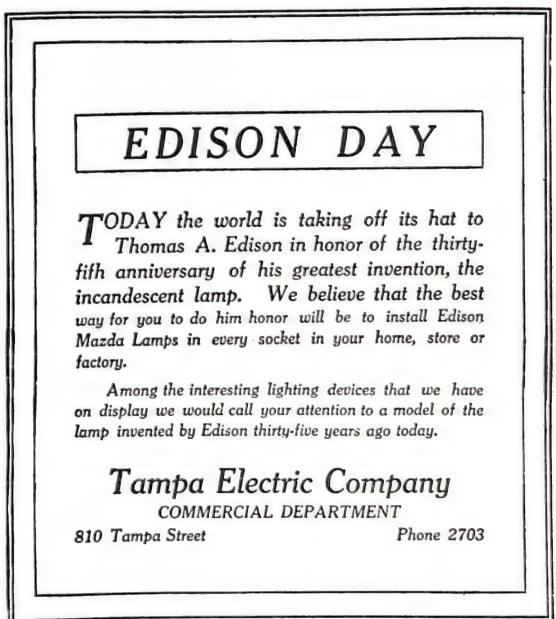
This represents enthusiastic team-work on the part of every member of the Metropolitan Company. A great number of the lamps went to fill sockets that had been idle. Moreover the company received inquiries from residents who have never before considered electric service. All considered, the sale was a record-breaker and shows that lighting companies can sell lamps and service just as well as, or a little better than, merchants of other commodities.

The Schools A full chapter of most interesting information could easily be written on the participation of the schools and colleges throughout the country. A large part of the value of our campaign consisted in its adaptability. To the schools and colleges it was *not* an advertisement but an *educational* opportunity, of which they did not fail to take advantage.

A Prize Essay Contest in Harrisburg Schools A noteworthy example not only of cooperation between a city and its central station company, but also of the educational value to the schools of the city is found in Harrisburg, Pa. There Messrs. C. M. Kaltwasser, R. W. Hoy and others in the lighting company offered to the board of education to distribute cash prizes to school children for the best compositions on Edison and his invention of the incandescent lamp. The school board authorized the competition and as soon as it was announced the offices of the lighting companies were besieged by school children in search of information. Every child was given the most

courteous attention, their questions were answered, and they were given a brief story of Edison and his work. As a result over 500 essays were submitted.

The newspapers recognizing the competition as a subject of interest devoted a great deal of space to copy relative to the progress of electric lighting and to the work of Mr. Edison. The trolley company paid a tribute by stopping all cars for one minute at noon on October 21st. The street lights were turned on from noon until one o'clock. The



A TYPICAL EDISON DAY NEWSPAPER ADVERTISEMENT

lighting company displayed a picture of Edison and a model of his original lamp in their window. The music stores gave "Edison Concerts" to their patrons; in short the whole town celebrated the day.

The value of all this to the lighting company cannot be estimated. First of all the good will of the entire community was secured. Each of the 500 essays represented a family interested in electric lighting, for, of course, the subject was discussed at home before the essay was submitted. A great deal of comment was excited and the oppor-

tunity was created to convince numerous residents that electric service is no longer a luxury. Lack of space alone prevents our publishing scores of newspaper stories which this educational campaign elicited. Nor can we adequately give the credit due to Mr. Harry A. Boyer, President of the school board, to Professor Downes, Superintendent of schools, Director Bretz, Mr. Hoy, commercial manager, and to the numerous school teachers who so ably contributed their efforts.



"A BARREL OF EDISON DAY MATERIAL WHICH WE WERE UNABLE TO GET IN THIS ISSUE"

And Now Of all the results recorded of *What Next* our Edison Day campaign there still remains one of such value for immediate use that an early issue of the EDISON BUSINESS BUILDER will be entirely devoted to it. So be prepared for another midwinter campaign. It is coming in the February number. It worked so well with its originator, Mr. Fred W. Cary of the Eaton Chase Company of Norwich, Conn., that it will work equal success for you, even if not coupled with the bigger Edison Day campaign.

Be prepared for "Light Up Week" and watch for the February issue of the EDISON BUSINESS BUILDER.

The First Edison Central Station

By Chas. L. Clarke, Assistant in Edison's Laboratory in 1880, and Chief Engineer of the Parent Edison Electric Light Company

THE 35th anniversary of the birth of the incandescent lamp has been widely celebrated, and the occasion has justly led to local expressions of pride based upon the enterprise shown in early introduction of the Edison lighting system.

An interesting question has been evoked in the newspapers by the celebration of Edison Day, namely, as to which city bears the honor of the first actual commercial application of Mr. Edison's invention.

For Example, the Dispatch, Shamokin, Pa., Says: "Thomas A. Edison, the wizard of electricity, doesn't forget that Shamokin is conspicuously on the map, and that it was here, just thirty-five years ago, that his wonderful invention of lighting by electricity was successfully tried out."

From the Bloomsburg (Pa.) Sentinel: "Edison organized his first company in Sunbury. It was capitalized at \$1000 and the plant was located near Fourth and Vine Streets. The Central (should be City) hotel and the Jonas Buildings at Third and Market Streets, were the first buildings in the world to be commercially lighted by incandescent lights."

In the Speaker, Hazelton, Pa., We Read: "Hazelton has its part in the celebration. The old power plant of the Hazelton Electric Light and Power Co., on North Wyoming Street *** was the third plant in the United States put up. It was done under the supervision of the inventor, Mr. Edison, then on the threshold of further electrical discoveries and who had installed plants at Sunbury first and then at Mt. Carmel before coming here."

The Kansas City Journal Says: "The celebration today of this thirty-fifth anniversary is of peculiar significance to Kansas City *** it was in Kansas City where the first general system of electric lighting and power was established."

The foregoing extracts indicate some confusion in the popular mind regarding the location of the first Edison electric lighting central station. This may proceed partly from lack of thorough acquaintance with the history of the introduction of the Edison system, and partly from opinion as to what should properly characterize an electric plant to dignify it by the term "central station."

The central station of today is generally a large electric generating plant, which is connected with an extensive distributing system of conductors supplying thousands of customers, and is in continuous operation night and day, so that the current is always on tap for use whenever desired. This, whether it be very large, or comparatively small, we now recognize as a central station.

But it should be realized that the large, and frequently huge plants of today do not differ in the above characteristics from others that started years ago on a very much smaller scale, when the generating plant was of small capacity, the distributing conductors extended only a short distance from the dynamos, and the customers and lamps supplied were few. In those early systems the current was, nevertheless, always available at least during reasonable lighting hours, whenever a customer's switch was closed. They represented the primary embodiment of Edison's central station plan, in that they constituted a system operated as a public utility on exactly the same basis as gas lighting plants were built and operated. Edison properly called the generating plant a "central station," and the entire system from the company's generator to customer's lamp was to him a "central station system;" the size was immaterial.

Accepting for our definition of central station a plant having the foregoing characteristics and omitting mention of preliminary plants installed for purpose of experiment and exhibition:

(1) The first system (two-wire underground conductors) was installed in London, England, with the central station on Holborn Viaduct, and was started in commercial operation on April 11, 1882; the generators and practically all other apparatus for the system were made in this country. Edison direct-driven generators (the "Jumbo") were used. The system at first supplied about 1000 16-c-p. lamps, which was extended to about 3000 lamps. Operation of this system continued about two years.

(2) The second two-wire system (overhead conductors) was installed at Appleton, Wis. Commercial operation began about August 15, 1882. The generating plant consisted of one Edison "K" dynamo driven by water power with a capacity of 250 10-c-p. lamps. The original machine continued in operation until 1899.

(3) The first large central station system (two-wire under ground conductors) on a comprehensive and permanent plan was installed in the lower part of New York City with the station at 257 Pearl Street, the district supplied covering nearly a square mile. Commercial operation began on September 4, 1882. On December 1st the number of lamps connected amounted to 10,297 on the premises of 513 customers. Six "Jumbos" were installed, and the distributing system included 80,000 linear feet of feeders and mains.

(4) The first three-wire system (overhead conductors) was at Sunbury, Pa., which commenced operation on July 4, 1883, with two "L" dynamos in the central station, having a capacity of 400 16-c-p. lamps.

(5) The first three-wire system with underground conductors was at Brockton, Mass., which began operation on Oct. 1, 1883, with three "H" dynamos having a capacity of 450 16-c-p. lamps.

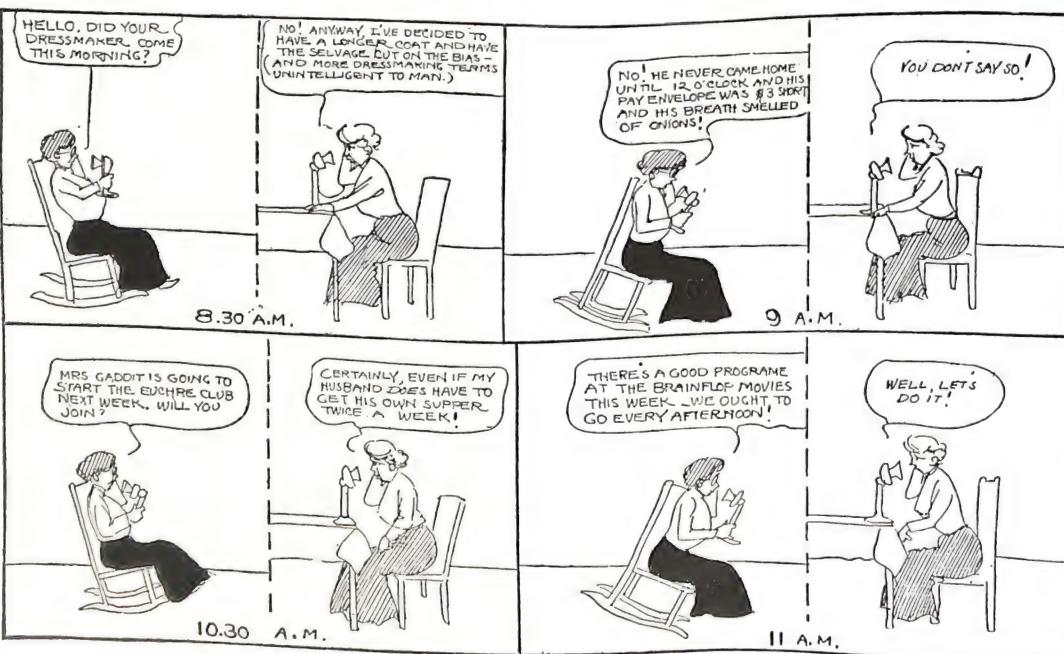
(6) In addition to the foregoing enumeration of the early Edison central stations, it may be mentioned as a matter of historical interest that the first Edison lighting plant for commercial service was installed on the steamship *Columbia*, of the Oregon Railway and Navigation Company, just prior to her voyage from New York to the Pacific coast in May, 1880. The plant was started on May 2nd. Three generators, separately-excited from a fourth machine, all substantially like the standard "Z" machine of a year later, supplied current to the lamps. The filaments of the first lamps were carbonized cardboard of horseshoe shape. A feeder and main system of distributing conductors were installed, and provided with safety fuses. The plant continued in operation until July, 1895.



DALLAS MORNING NEWS

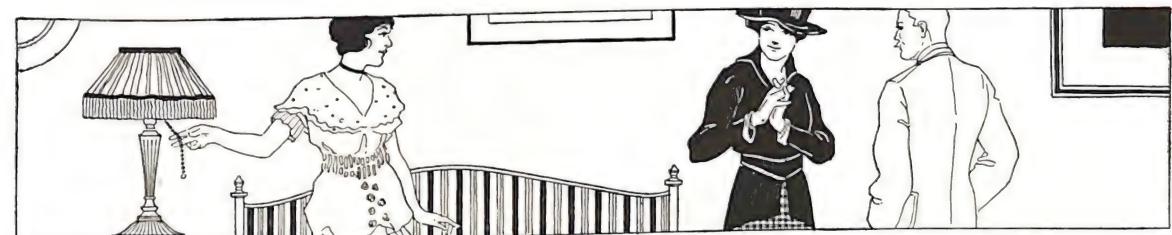


KANSAS CITY POST



While we're celebrating Mr. Edison's Anniversary, let's not forget the many blessings due to Mr. Bell.
PHILADELPHIA NORTH AMERICAN

EVEN THE CARTOONISTS GOT THE IDEA



LIGHTING PRACTICE

Some Recent Innovations in the Lighting of Billboards

THE use of advertising billboards has become so extensive in this country that they are to be found in great numbers in every village and hamlet. The explanation for the rapid growth of this medium of advertising is the fact that it has been found to be both efficient and cheap. Well-known advertising firms having made a close study of different advertising mediums are using the billboards extensively; proof positive of their value.

In building an advertisement of any kind it is the object of the advertiser to make it as pleasing and attention compelling as possible. The advertisements placed on billboards are intended to catch the eye of "those who run." The streets of the modern city afford so many things of an advertising nature to the men on the street that no one particular thing can hope for much attention unless it is attractive.

A large majority of the present billboards can hardly be said to be either attractive or attention compelling. The natural result of this state of affairs has been the growth of sentiment in a number of cities against the use of billboards. Ordinances of a very restrictive nature have at times been the result of this sentiment, which has caused advertising men to look for a remedy for the unfavorable agitation. There is no question that the popular condemnation has been the result of badly constructed and located boards. The remedy, therefore, is to improve the appearance of the boards by better construction and to use more discretion in

locating them. That sign companies are alive to this fact is shown by the illustrations. The greatest factor in improving the appearance of the board is the lighting. Fig. 1 shows a day and night view of a board located in San Francisco. The ornamental pillars between each board are crowned with a 100-watt EDISON MAZDA lamp placed in an opal globe. The general illumination is produced by 100-watt EDISON MAZDA lamps in special reflectors. The resulting illumination is very pleasing and effective.

It is to be understood of course that the coloring used on the billboard does not show up in the photograph and hence these illustrations do not do them justice.

Fig. 2 shows a board erected by the Walker Sign Company of Detroit. This is a particularly attractive board and is very desirable from a central station standpoint. In addition to the general illumination produced by 100-watt and 1000-watt EDISON MAZDA lamps placed on the top of ornamental posts, there is an elaborate scroll work at the top and sides illuminated by 380 10-watt MAZDA sign lamps. This installation consumes 5600 watts which makes it a very desirable load for the central station. The increased cost to the advertiser is entirely justified by the greater effectiveness and individuality of the sign.

Fig. 3 is of two boards erected in Minneapolis which show considerable originality. The billboard located at the top of the photograph has ornamental imitation brick posts each supporting a lamp from an iron bracket.

The general illumination is produced by nine 100-watt MAZDAS placed in special reflectors. The design of the lower board is decidedly original. A board of this nature adds to

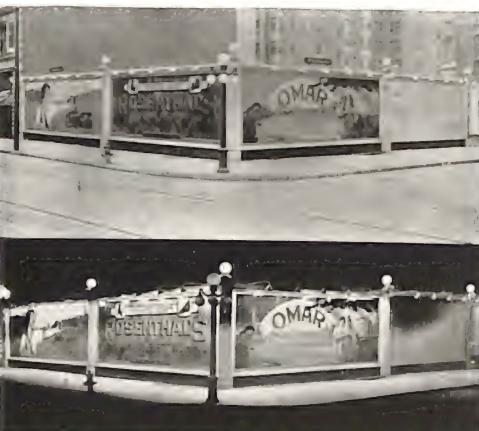


FIG. 1. DAY AND NIGHT VIEWS OF AN ARTISTIC BOARD IN SAN FRANCISCO

rather than detracts from the appearance of the building line. The lighting in this case is produced by eight 100-watt MAZDA lamps.

Fig. 4 shows a further development in the lighting features of a billboard. The scroll effect is studded with a total of 500 5-watt, 12-volt MAZDA sign lamps equipped with green color caps. These lamps are operated by a flasher so as to give an effect of a running line towards the center. The crown located



FIG. 2. AN ATTRACTIVE BOARD ERECTED BY THE WALKER SIGN COMPANY OF DETROIT

at the center of the board is studded with lamps having various colors which, with the flashing arrangements, give a flaming effect. This sign is situated at the top of a hill over-

looking one of the main thoroughfares of Minneapolis and has attracted much favorable comment. It was erected by the Northern Display Company of Minneapolis.



FIG. 3. TWO UNIQUE BOARDS IN MINNEAPOLIS

Signs erected and illuminated in this way are an attractive new business proposition for the central station. By having a number of small lamps in the scroll work in addition to lamps on the top of ornamental posts, the total wattage of an installation makes it a profitable load. There are thousands of billboards in the country which can be improved in this way to the decided advantage of both advertiser and central station. This type of illuminated billboard should be pushed by central stations, but not to the

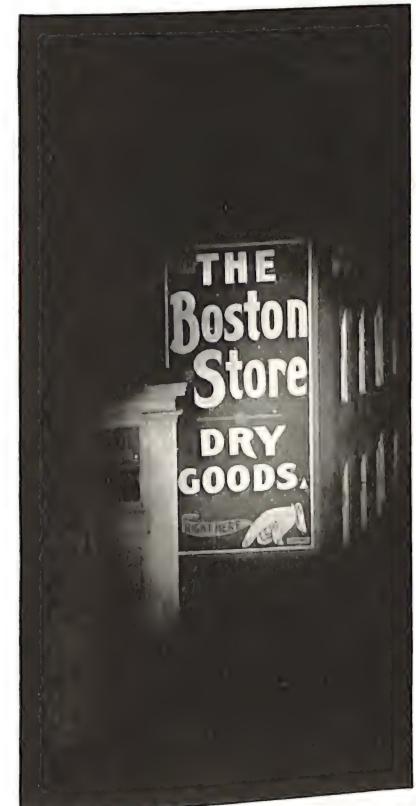


FIG. 4. A BOARD WITH UNUSUAL ILLUMINATION EFFECTS IN MINNEAPOLIS

exclusion of the all-lamp electric sign, which has its particular field. There is no reason why the furthering of one particular type should decrease the use of the other type.

Billboard and Building Front Lighting by Projection

DATA were furnished in the EDISON BUSINESS BUILDER for November, page 15, on the lighting of signs painted on water tanks. The same method of lighting has been successfully applied to building fronts, ordinary billboards, signs painted on the side walls of buildings, etc.



ILLUMINATED SIGN SHOWING USE OF EDISON MAZDA STEREOPTICON LAMPS IN THE CENTER OF A CITY

The accompanying picture of the Boston Store sign shows what excellent results can be obtained even in the center of the city, surrounded by ordinary street lights, by the use of one 500-watt MAZDA stereopticon lamp in a 16-inch parabolic reflector located on a building across the street from the sign.

The H. K. & K. Company's billboard sign was lighted by the same equipment, located approximately 200 feet away from the sign.

The Royal-James Inn, being a wooden building, painted white, was made very



BILLBOARD ILLUMINATED BY PROJECTED LIGHT

conspicuous at night by illuminating its front with one 500-watt MAZDA lamp in a 16-inch parabolic reflector, located on the roof of a building across the street, approximately 150 feet away and slightly above the top of the Inn. The effect was dignified and



THE ROYAL-JAMES INN

attention-compelling. It probably could be improved by the use of two headlights located at opposite corners of the opposing buildings; thus eliminating the sharp shadows thrown by the pillars on the porch of the Inn.

This method of lighting opens up a new field which should be large and profitable. It does not conflict with the ordinary electric sign, as in most cases it illuminates signs which otherwise would not warrant the expense of supplementing by an electric sign, and signs which are viewed from considerable distances, reaching people other than those passing along the main business streets. It is good off-peak



THE MORGAN MEMORIAL LIBRARY, HARTFORD, CONN.

load for the central station. The equipment is not expensive and can be purchased in many cases where a customer does not wish to purchase a regular electric sign. It is easy to install and there is practically no maintenance, with the exception of replacing one lamp at burn-out.

On the whole this method of display lighting offers unusual features of ease of installation and operation, which our Agents and central stations will find it profitable to promote.

Unusual Uses of the EDISON MAZDA Lamp

THE editors of the EDISON BUSINESS BUILDER are always glad to receive, and take particular pleasure in recording, novel uses of artificial illumination with the aid of the EDISON MAZDA lamp. The two illustrations shown on the following page may be

Building on the lower part of the Island of Manhattan. The illumination is by means of 1000-watt EDISON MAZDA lamps equipped with angle reflectors. A close inspection of the illustration will reveal one of the reflectors in the left-hand corner.

The EDISON MAZDA lamps and equipment were installed on the recommendation of the Employer's Mutual Insurance Company of New York City as a preventative of accidents. Contractors for the work were the Foundation Company of New York and energy is supplied by the New York Edison Company.

The other illustration shown on this page is that of the Gus Blass Department Store of Little Rock, Ark. The unusual feature is the lighting at the top of the building which is accomplished by the use of seventeen 1000-watt EDISON MAZDA lamps in Holophane D'Olier BED-1000 reflectors. The wiring is in conduit with permanent service brackets which carry the lighting units four or five feet away from the building but close to the cornice. The effect is spectacular in the extreme and the advertising value for light in large quantities by the EDISON MAZDA lamp is not the least striking feature of the installation.



CONSTRUCTION WORK AT NIGHT WITH
1000-WATT EDISON MAZDA LAMPS



GUS BLASS DEPARTMENT STORE, LITTLE ROCK, ARK., ILLUMINATED BY SEVENTEEN
1000-WATT EDISON MAZDA LAMPS



MAGAZINE ADVERTISING

The MAZDA Trade Mark Campaign

The Meaning of MAZDA "Not the Name of a Thing but the Mark of a Service"

DURING 1914, the General Electric Company has inserted MAZDA Trade Mark advertisements in no less than 35,000,000 copies of two dozen well-known weekly and monthly magazines. A group of these advertisements is reproduced on the facing page.

The object of this nation-wide advertising is to impress upon the public mind the meaning of the MAZDA mark and the MAZDA service. How this is done is indicated by the following extracts from the advertisements:

"So vast is the problem of producing light cheaply that no single intellect can cope with it, that no single man is rich enough to pay for the ceaseless experimenting that must be conducted."

"Specialists in every branch of science are engaged in MAZDA Service all with the aim of making MAZDA always the mark of the furthest advance in the science of illumination."

"To carry forward their work on the great world-problem of the best and cheapest light, the distinguished technical experts in the Research Laboratories of the General Electric Company at Schenectady are pursuing ceaseless investigation and experiment. In their selective labors they are not only sharing the advantages of individual research and discovery in this country but are keeping in close touch also with great experimental laboratories of Europe."

"MAZDA Service means that the Research Laboratories are furnishing the fruits of the sustained investigation at home and abroad to the factories of the General Electric Company and of other companies entitled to receive this service and the progressive results of this Service to manufacturers are embodied only in lamps that are marked MAZDA."

"MAZDA Service to the manufacturers of MAZDA lamps enters every detail that might possibly advance manufacturing efficiency and improvement in the product itself."

"Unlike the marks of the ancient manufacturers and merchants—and most of those of our own time—which guarantee the continuance of former quality, the mark MAZDA, on these lamps, is to indicate ever-improving

quality, and achievement. For it is not the name of one maker's lamps, but the mark of a Service—a guaranty to you that any maker of a lamp so marked, has received the results of the ceaseless investigations being made by MAZDA Service, and so has been able to embody in this lamp, marked 'MAZDA,' the latest discoveries of the world's ablest lighting experts."

"MAZDA is the mark of a Service and it designates the great plan by which the MAZDA lamp shall continue to mean the highest achievement in incandescent lighting."

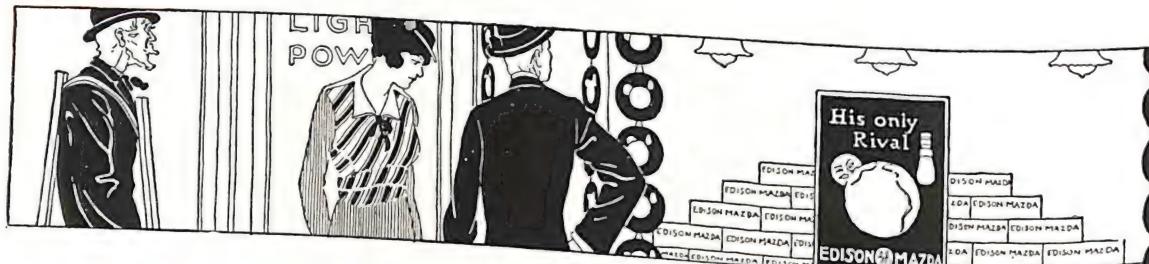
"A lamp marked 'MAZDA' is always the product of a scientific evolution; whether you buy it today, tomorrow, or at any future time, it is selected from types devised after months and even years of research; it is the one that has survived all tests, because it has been proved the fittest; it is a lamp that represents the latest commercial advance in illumination of its time."

The MAZDA Trade Mark Schedule The following are the magazines which have carried the Trade Mark advertisements in 1914.

American	Century
Associated Sunday Magazine	
Collier's Weekly	
Cosmopolitan	Everybody's
Current Opinion	
Electrical Review	
Electrical World	
Harpers	Hearst's
Literary Digest	
McClure's	Munsey's
Metropolitan	Outlook
National Geographic	
Popular Electricity	
Popular Mechanics	
Review of Reviews	
Saturday Evening Post	
Scientific American	
Scribner's	System
World's Work	



REPRESENTATIVE MAZDA TRADE MARK ADVERTISEMENTS THAT HAVE APPEARED DURING 1914 IN THIRTY-FIVE MILLION COPIES OF TWO DOZEN NATIONALLY READ WEEKLY AND MONTHLY MAGAZINES



COOPERATIVE PUBLICITY

One of the 57 Varieties of Usefulness of Imprint Publications

MANY publications—good, interesting ones—are at the disposal of the central station manager or sales agent as a means of reaching the public. A vital question to him is how to get these into the hands of the public without too great an expense. Sometimes a happy thought suggests a channel through which he may attain this end but perhaps with little assurance that the booklets or other publications will be looked at or be kept long enough to be thoroughly read. A short time ago the writer hit upon a scheme by which he had reason to believe he influenced the people not only to keep the booklets once in their possession but to be uneasy until they procured copies.

Twenty-five hundred copies of one of our booklets presenting the desirable features of electricity in the home, were numbered from 1001 to 3500, on different pages and inconspicuous places. At a Board of Trade show where the company had an attractive booth, the booklets were given away, with the understanding that prizes would be awarded to the holders of the books containing winning numbers. These numbers were to be drawn in a contest one week after the close of the show. The prizes were displayed in the office window and being well worth having, the books were in demand. It was advertised that the distribution would be made to patrons of the Business Show and as this was well attended a large number of booklets were distributed at little cost and with some degree of certainty that they would be kept for at

least a week. The attractiveness and real interest of the booklet insured its being read if the holder could be induced to take it with him.

When each booklet was given out the signature of the person receiving it was placed on a register opposite a number corresponding to one stamped inconspicuously on the booklet. The numbers were concealed from the signer's view at all times.

It is interesting to note that in all the advertising matter given out by the different exhibitors, much of which was thrown around the hall in which the show was held, none of these house-wiring booklets were to be found.

The booklets are still in the hands of a number of people and our salesman frequently makes reports like the following: "Mrs. A. inquired who won the prizes and upon being informed of the winners' names and the lucky numbers held by them, ran and got her book away, exclaiming, 'Why, that is just a few numbers away from mine!'"

New Lamp Shade that Gives Motion to the Window

Y-513

ONE of the most difficult problems to solve in window display is that of imparting motion to a part or the whole. It has been determined with absolute accuracy that nothing compels attention quite

so quickly as a moving light. As we walk the street in the night time that window which contains, as part of its display, a swinging or moving light is the window in many blocks from which we cannot keep our eyes.

As, however, it is a good deal of a task, besides being expensive, to install a small motor with its connections in a window, we have hit upon the device illustrated on this page which is in fact a small paper lamp shade, artistically designed and pleasing in appearance, which is made to revolve by the principle of a heat motor.



A REVOLVING LAMP SHADE
Y-513

In the upper part of the shade is a small cardboard containing fan blades surrounding a small metal nipple which fits over the glass tip of the lamp. The very slight amount of heat rising from the lighted lamp is sufficient to operate on the fan blades and cause the entire shade to revolve, if there is no draft.

With the lamp shade is furnished a cardboard standard accurately die-cut to hold firmly a standard G-E socket into which an EDISON MAZDA lamp may be screwed. Complete directions for setting up are included with each shade supplied to our customers.

To the uninitiated the reason why the lamp shade should revolve steadily and continuously is by no means apparent. Our experience with it has shown that the simple little device arouses a curiosity in all who see for the first time, which is entirely out of proportion to its simplicity. We venture to assert that the first night that one of these shades is placed in your window you will find a large and curious crowd with noses flattened against your window pane speculating as to the probable motive power and method of operation of the "spooky" device. We suggest that you take advantage of the fact and place prominently in your window a lettered card reading as follows:

"QUESTION:

"WHAT MAKES THE SHADE REVOLVE?

"FOR THE CORRECT ANSWER TO THE ABOVE QUESTION WE OFFER A PRIZE: ONE 60-WATT EDISON MAZDA LAMP TO THE FIRST PERSON WHO WILL COME INTO OUR STORE AND ANSWER THE ABOVE QUESTION CORRECTLY."

Store and Window Lighting with MAZDA Lamps

Lecture 19

THE main introduction to this talk is confined to a discussion of the various points to be considered in the lighting of small stores, large department and dry goods stores and other distinctive stores.

The application of the various sizes of MAZDA lamps and the different types of reflectors is next considered, with slides to illustrate the text.

This is followed by slides showing representative store installations with a discussion of the various points involved for each installation.

After the treatment of the store proper, the question of window lighting is taken up, showing its importance to the store manager as an advertising medium.

The text comprises about 20 typewritten pages and is illustrated by 50 slides.

Billboard Posters

Poster 136

IF there is one fact which our Edison Day campaign fastened with absolute certainty it is that advertising by means of billboard posters pays.

Not only was the success far beyond our expectations during and immediately after the Edison Day campaign but in consequence we felt assured of its more or less permanent value. We have therefore had prepared another large edition of the 24-sheet posters exactly similar to those used during the campaign except that the Edison Day wording has been omitted. They are therefore now available for our customers use in exactly the same manner as during our campaign. Send us your order for the quantity you require on the enclosed application blank and they will be delivered to you directly or through the George Enos Throop, Inc. Order Poster 136.

Window Display

Windows That Carry the Christmas Spirit

OF all seasons of the year the winter holidays are the ones in which you should devote the most thought to your window displays. It is the year's shopping season, when throngs crowd the streets and every person, old and young, is out looking for opportunities to invest his small capital. Generally speaking, that store which shows the most attractive front will secure the trade and convert its window displays into sales in the store.

With the EDISON BUSINESS BUILDER this month we therefore enclose some suitably lettered cards which can be used effectively in dressing windows like those shown in the

accompanying illustrations and of which a brief description will, perhaps, make their reproduction easier.

Attractive window displays at Christmas time particularly, are the easiest to make of any season of the year. Holly wreaths and Christmas greens added to a regular Christmas tree illuminated with EDISON MAZDA lamps can easily be arranged and will amply serve the purpose in place of a more elaborate display.

The accompanying illustrations show windows of slightly more pretentious design but which on analysis will be found of great simplicity. Each window is built on the same plan with slight variations to show the ease with which our window plans can be adapted to your particular needs and requirements.

The background of the window should be of cloth, preferably velvet. About a foot or two in front of the background make a silhouette cutout to resemble the outlines of a street at night or of a forest. In any wallpaper store a few feet of forest wallpaper can generally be purchased. It is easily cut out and can then be pasted on thin cardboard cut black paper to represent the spire of a church, the outlines of a roof, the silhouette of a city at night, with here and there a window cut out and covered with tissue paper. Behind this frieze, whether forest or city, place a few EDISON MAZDA lamps to illuminate it in outline. In one corner a setting sun can be lighted in the same manner. The foreground of the window can then be made to resemble the roof of a house by the clever placing of empty lamp cartons to simulate the projecting house walls. In the center, a chimney can be made of the same cartons. Then take the lithographed Santa Claus enclosed with this copy of the EDISON BUSINESS BUILDER; paste him on a light cardboard, and place him in the opening of the chimney holding a brightly lighted EDISON MAZDA lamp in his hand—the obvious Christmas gift for all the household. Also place the enclosed window card in his hand: "MY

LATEST AND MOST USEFUL GIFT, THE EDISON MAZDA LAMP."

For the rest of the window display, great variety can be obtained with the ingenuity of any particular window dresser. One of the illustrations herewith shows in the foreground a little street scene with a lighted electric car running along a track in the

EDISON MAZDA lamps which are spilling out of its neck.

Further ornaments for the window such as little houses of cardboard can be purchased at any five-and-ten-cent store. Thin white paper can be placed in them for windows so that they can be brightly lighted with EDISON MAZDA lamps. The roofs of houses and the



A CHRISTMAS WINDOW WITH BACKGROUND OF YELLOW LINING, TINSEL STARS AND SETTING SUN OF DARK ORANGE

A Lamp Placed Behind the Sun Illuminates the whole Scene. Santa Claus also Holds a Lighted Lamp in his Hand

surrounding scenery can be covered with snow-cotton sprinkled with mica dust.

The small street lamp fixtures add greatly to the attractiveness of the window. If you do not already have a few it is worth while purchasing them for use in this and subsequent windows. They may be obtained either from electrical dealers or from the toy department of any large store.

For the trolley outfit a real miniature track and electric car such as we offer among the window display material on page 26, is

preferable. The track can be laid to disappear behind the background and continue around past the front of the window. If an electric outfit is not available, an ordinary toy car may be substituted if you equip it with a small flashlight lamp for headlight, and likewise several lighted lamps inside. The track in this latter case may be made out

small evergreen twigs may be placed to represent the shrubbery. The window may also be strengthened by placing in conspicuous places several cartons of lamps with one or two opened showing the lamps, and one wrapped up in nice holly paper ready to take home as a gift. A small sign placed in front of this carton display and reading:



A CHRISTMAS WINDOW WITH ILLUMINATED BELLS AND STRINGS OF HOLLY
Paste the Paper Santa Claus on a Cardboard Background and Place a Lighted Lamp in His Hand.

of heavy wrapping cord stretched along the roofbed in the cotton.

The lamps for the street lights and the trolley car may be either operated on batteries or from a transformer, or may be connected in series with a large lamp. If any of the 0.35-ampere flashlight lamps are used, a 25-watt lamp should be operated in series; if the 6-volt 0.42-ampere automobile lamps are used a 60-watt lamp should be put in series.

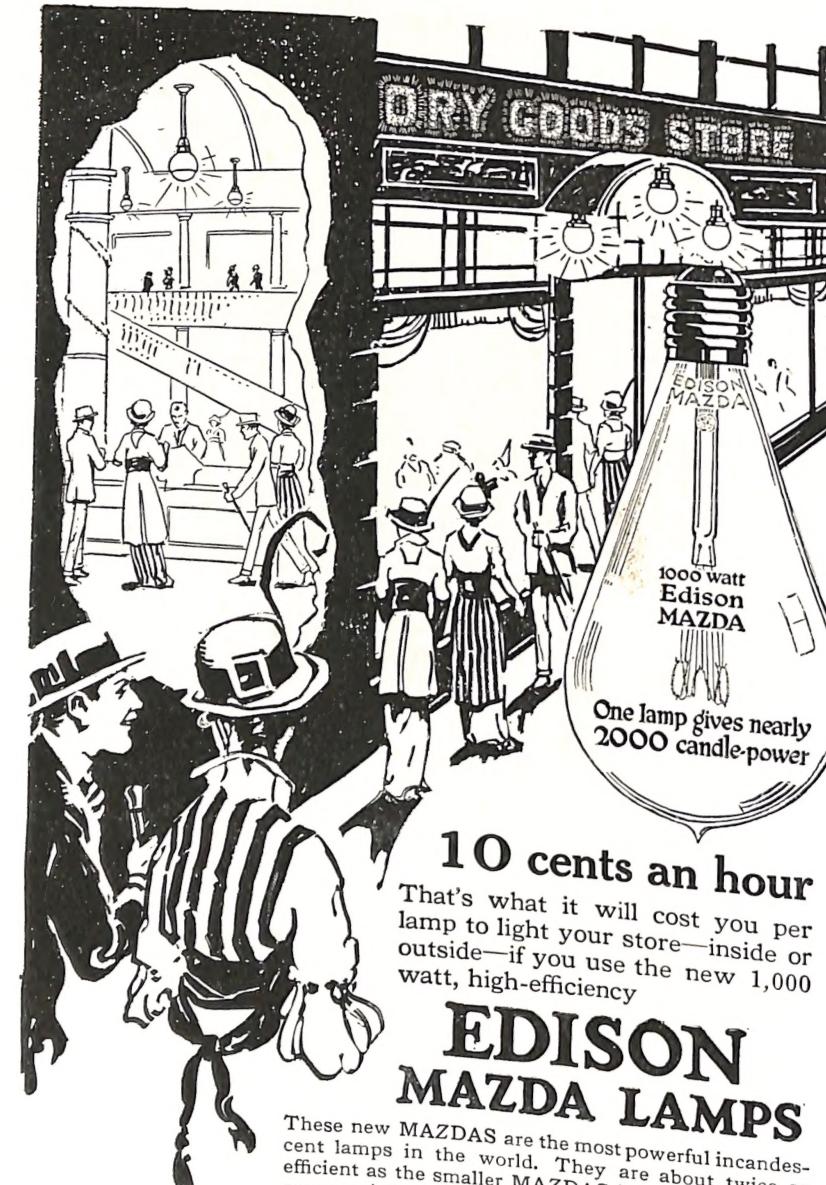
In the yards around the houses and towards the sides and back of the windows,

"A Useful Present, EDISON MAZDA lamps, buy them by the Carton," will suggest to spectators the suitableness of this kind of a present.

Lamp pennants may also be used sparingly in this window, as for instance, on each side, and it is also possible in a large window to include a few other Christmas articles, such as electric heating devices, etc., providing they are not displayed too conspicuously; otherwise there is danger of detracting from the general appearance of the window.

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* Limited supply of this material in stock.					
† No imprint space.					
‡ Charge of \$7.50 per thousand is made for this publication.					
† Complete with transformer \$12.50.					
† Complete with d-c. reducer \$12.00.					
† Complete with dry battery rheostat \$9.50.					
† Price of \$6.50 each.					
All booklets, blotters, price list, posters and car cards have imprint space unless otherwise indicated.					



10 cents an hour

That's what it will cost you per lamp to light your store—inside or outside—if you use the new 1,000 watt, high-efficiency

EDISON MAZDA LAMPS

These new MAZDAS are the most powerful incandescent lamps in the world. They are about twice as efficient as the smaller MAZDAS in common use, and are especially adapted to lighting large areas because of the tremendous amount of light given by one lamp. The color of light is also a decided improvement over that given by any other form of incandescent lamp. Besides the 1,000 watt size, these gas-filled lamps are also made in smaller sizes giving over 500, 700 and 1,200 candle-power each.

Let our lighting experts explain to you how easily and profitably you can install the big, new, high-efficiency EDISON MAZDA Lamps.

ED. 53

Ed. 53

THIS ILLUSTRATION SHOWS THE DOUBLE COLUMN SIZE. THE ADVERTISEMENT
WILL BE SUPPLIED ALSO IN SINGLE AND TRIPLE COLUMN SIZES



The Light of Happiness

Fancy the Holidays without brilliant lights everywhere! How dismal a *dim* Yuletide would be. From twilight until the last guest has departed, let the entire house symbolize the bright cheeriness of the Holiday spirit.

EDISON MAZDA LAMPS

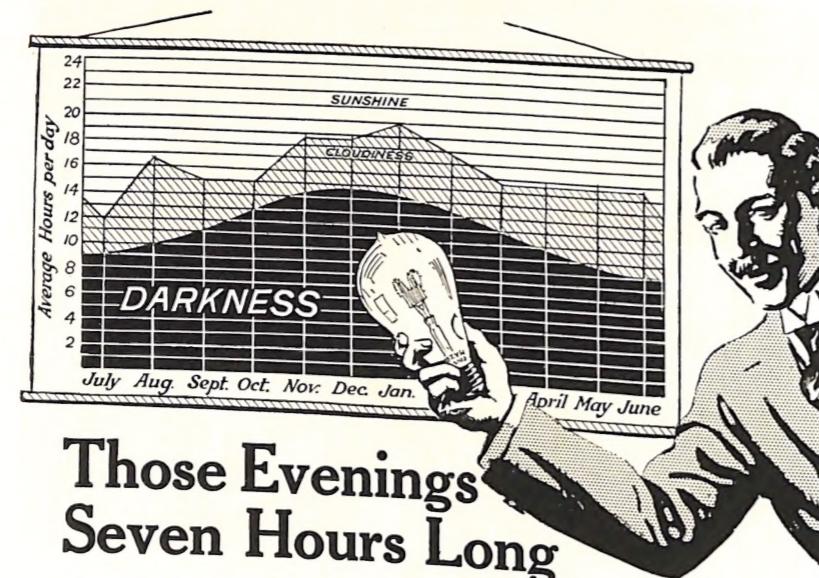
A few new EDISON MAZDAS in place of the old style carbon lamps will make all the difference in the world *without* increasing your lighting bill one single cent. Let us show you the different types of EDISON MAZDA Lamps and help you give more radiance to your Home.

Ed. 56

(Insert dealer's name here)

ED. 56

THIS ILLUSTRATION SHOWS THE DOUBLE COLUMN SIZE. THE ADVERTISEMENT
WILL BE SUPPLIED ALSO IN SINGLE AND TRIPLE COLUMN SIZES



Those Evenings Seven Hours Long

On December 22, the Shortest Day in The Year, night begins at 4.30 P. M.

The average sunshine during these short winter days is only about *four hours*—see above chart. But you need not miss the mellow brilliancy of sunlight, day or evening.

EDISON MAZDA LAMPS

will give you three times as much "sunlight" in Home, Office or Store as the same number of old-style carbon lamps.

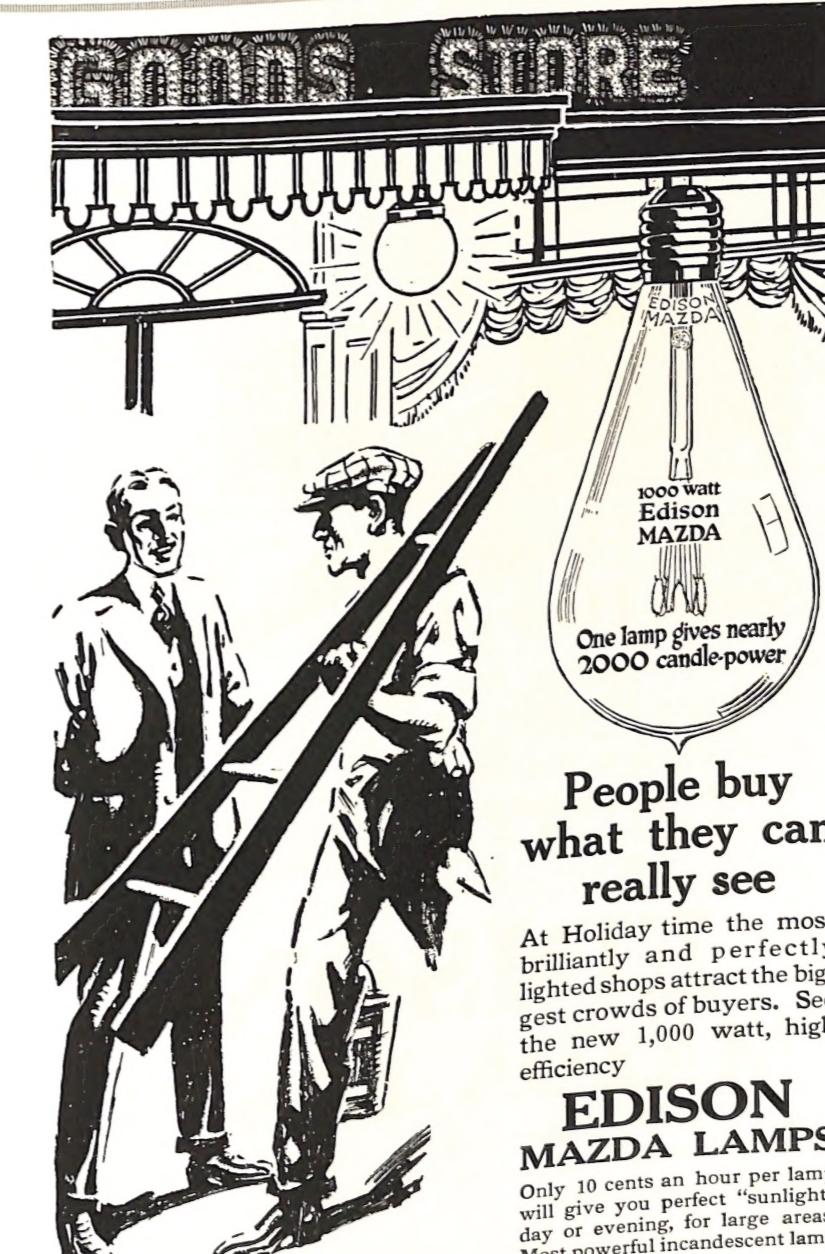
Let us prove this to you. EDISON MAZDAS will not increase your lighting bills one penny.

(Insert dealer's name here)

ED. 57

Ed. 57

THIS ILLUSTRATION SHOWS THE DOUBLE COLUMN SIZE. THE ADVERTISEMENT WILL BE SUPPLIED ALSO IN SINGLE AND TRIPLE COLUMN SIZES



(Insert dealer's name here)

ED. 58

THIS ILLUSTRATION SHOWS THE DOUBLE COLUMN SIZE. THE ADVERTISEMENT WILL BE SUPPLIED ALSO IN SINGLE AND TRIPLE COLUMN SIZES

Only 10 cents an hour per lamp will give you perfect "sunlight" day or evening, for large areas. Most powerful incandescent lamp ever made.

These gas-filled lamps are also made in smaller sizes for 500, 700 and 1200 candle power.

Ed. 58



NEWSPAPER STORIES

Suggestions for Newspaper Stories

EVERY newspaper in the country great or small welcomes news. News ranges anywhere from a mere personal, a little gossip about your neighbor, a trip to California—up to the great European war, anything which will interest the readers of your local newspaper.

Especially is your business a matter of the most vital local news importance; do not neglect to give to the press every item of public interest. When a new lamp is invented, when a novel application of electricity is devised, when a large new store is wired, a new or novel electric sign installed, additional streets lighted or any one of a myriad of other things, do not fail to get for them the space in the newspapers they deserve.

Local news is always scarce. The representatives of the press are always eager to secure copy even if it is but a line or two. Make a note of every little news item as it occurs to you and give it to the press when next you meet the reporter or editor. If no local news is available prepare a short article from one of the following outlines:

No. 1

Title: Reading the Electric Light Meter

Outline Many complaints that electric light bills are too high are due to the fact that the customers cannot read or understand the electric light meter. Describe the meter in detail. Tell the principle on which it works.

Explain the relation of the dials to each other and how the meter is read. Tell how the regular monthly bills are compiled from these meter readings and suggest that the customer make the experiment of computing his own bill.

Scenario All current flows first through the meter, located in the attic, basement or in the back of the house. The meter is really a small motor. Only a small percentage of the current is "shunted," or sent, through the meter. As the meter armature revolves it runs a small train of gears which operate the dial pointers. Meters are made as accurately as a watch—jewel bearings—they cannot run "too fast," in fact with age and wear they usually run a little slowly.

No. 2

Title: What Happens When You Turn On an Electric Lamp

Outline Give the parts of the MAZDA lamp—tell how it is made—how the current flows through the lamp and its effect on the filament. Explain how light is produced by heat.

Scenario The electric lamp was invented by Thomas A. Edison in 1879, and consists of a glass globe from which the air is exhausted, a filament which produces the light when the electric current flows through it, a glass stem to support this filament and a suitable base to screw into the fixture socket. Tell how MAZDA filaments are made. Explain how to get heat by "resistance." All artificial light is produced by heat.